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TWO CREDIT UNIONS REALIZE ADVANTAGES OF ONE PLATFORM

Associated Credit Union and First Entertainment Choose MeridianLink System to Automate Key Financial Services

COSTA MESA, CA – March 4, 2009 – Both Associated Credit Union and First Entertainment Credit Union chose the advantages of one platform to automate their key financial services. “It was very appealing to us to give our staff one point of access to many of our third party applications such as Symitar’s Episys and others that run ID verification, OFAC list comparisons, check orders, credit reports, to name a few . This vast integration is helpful in giving our staff the information they need quickly so that they can spend more time cross-selling loans and other deposit products” says Nas Ebrahimi for First Entertainment Credit Union. “MeridianLink’s Opening Act product offered much stronger cross-sales advantages because you can use just one system for new accounts and lending.”

Jeffrey Bergum for Associated Credit Union agrees. “We liked the idea that we’d have both lending and deposits in one seamless platform,” he explains. “This offers us great cross-sell opportunities.”

First Entertainment finished the deployment of Opening Act’s online membership application on January 6, 2009. Associated Credit Union began using the MeridianLink platform in 2008. “MeridianLink was very responsive and worked very closely with Symitar to achieve successful integration,” notes Bergum.

“The issue of integration with a credit union’s core processor —in terms of precision, depth and thoroughness — is of critical importance,” explains Tim Nguyen, chief information and technology officer for MeridianLink. “It’s one of the areas where we really excel as a company. MeridianLink has the development muscle and experience to successfully integrate our platform with any core processing system in use in the credit union industry.”

Both First Entertainment and Associated have experienced great results with the MeridianLink system. “Between January 6, when we went live with new account opening online, through February 26, 2009, we accepted 154 new accounts through our online channel,” says Ebrahimi. “Applications began rolling in as soon as the link was made available on our website.” MeridianLink’s automated account opening and loan origination platform has had a positive impact at Associated Credit Union, as well. Using Opening Act via their online channel, Associated Credit Union added 1,790 new member accounts in 2008. “The system has helped us grow at a steady pace over the past year,” says Jeffrey Bergum for Associated Credit Union.

Another important advantage of the MeridianLink platform is the ability of the system to read and integrate live credit data. This often leads to an improvement in the consistency and quality of document underwriting as well as increased opportunities to cross-sell additional financial products automatically — without additional marketing or human resource dollars. “This has been a major benefit to our VISA department,” says Bergum, “and we’ve seen an increase in volume in our mortgage lending and secondary products like home equity loans.”

Both First Entertainment and Associated are looking to expand their online offerings by adding additional financial products to the system. “I think we’re seeing just the tip of the iceberg,” Bergum concludes. “There’s a lot more we can do with this system. We want to add more financial products. Right now we’re offering just primary savings and checking accounts, and MMAs through the system. We hope in the future to expand and add TDAs, IRAs, holiday accounts and other products.”

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About MeridianLink

MeridianLink, Inc. is a leading provider of enterprise business solutions for over 26,000 end users in the financial services industries. The company's passion for excellence is reflected in their web-based credit reporting, lending, and new membership/deposit opening technologies, which all enjoy solid reputations as being cutting edge, reliable, and affordable. Based in Costa Mesa, California, MeridianLink is committed to creating "Smart Solutions" that deliver "Real Value." For more information, visit www.meridianlink.com.

About Associated Credit Union

ACU has 28 branch offices in the greater Atlanta, Georgia area. For more information, visit www.acuonline.org.

About First Entertainment Credit Union

First Entertainment Credit Union has nine branches in Los Angeles, California. For more information, visit www.firstent.org.

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